

New landscape at LM

I get bored doing the same old things day after day. If my work repeats itself, it gets old real fast. You're probably like that, too. Your operation is never the same any day, I imagine. If you design or install landscapes, it might be the only time you work on a property. If you do scheduled maintenance, changing weather conditions keep things interesting. If you do renovations, you probably thrive on change. So do we.

Mind you, we're not changing *Landscape Management* just for the sake of it, but to keep things fresh and to make it more helpful to you. Our new logo, cover, contents and column layout are just the start. Like landscapes that you install in phases, we'll be phasing in the completed look in the next few issues. We're focusing on operations and expanding coverage of:

- ▶ design/build business;
- ▶ smooth maintenance operations;
- ▶ the best in grounds management; and
- ▶ marketing chemical lawn care.

And we're expanding coverage of news, trends, technical subjects and innovative products.

It's LM100 time again

Since this issue marks our annual LM100 article, you may notice some changes there, too. It's fun to focus on the industry leaders, but there are so many other great companies getting overlooked when we concentrate only on big, bigger, biggest. After all, the average size firm in our industry probably makes less than \$500,000 in revenues per year.

This year's LM100 does list leaders in landscape contracting, lawn care and grounds management. But

we also go a step further and highlight some worthy pioneers, women-run operations and just plain neat smaller companies. They deserve recognition too, because it's companies like this that make up the backbone of the industry. Is your operation LM100 material? Contact us. We love to hear from you.

To highlight how wonderful and diverse the landscape management industry is, we've also included 10 high-profile landscapes visited by millions of people each year. Each is a showcase that calls attention to high quality work done in challenging circumstances, and each reflects well on your own profession.

Want to sound off? Here's your chance

Finally, we're introducing a new column this month, entitled "My Way" (page 12). Our first features Bill Hoopes, who talks about finding good employees. As director of training and development at Scotts Lawn Service, Bill works with all kinds of employees entering our industry, as well as their managers. Do you think we can't get good employees anymore? Bill thinks we can.

Each month, we'll have a practicing landscape professional share his or her insights, opinions or ideas. If you want to participate in "My Way," give me a call or email. Please let me know what you think of these changes and the others to come in the next few months. I need the feedback!

Sue Gibson
sgibson@advanstar.com

It's fun to focus on the industry leaders, but there are so many great companies getting overlooked when we concentrate only on big, bigger, biggest. —SG

